

LOS ANGELES / MOTHERHOOD + LIFESTYLE

ERIKA

Partida

Creator + Founder of The Mommy Compass

Family life. Useful finds. Brand stories worth sharing.



hi, I'm Erika.



family days

TIKTOK

647.9K

pinned video views

INSTAGRAM

490K

shared Reel views

FACEBOOK

133,218

guide post views

Selected post totals / snapshots Oct 4, 2026. TikTok: @uhhmerika. Instagram: one shared Kidspace Reel across @uhhmerika + @themommycompass. Facebook: @themommycompass.

motherhood, thoughtfully shared.

I'm Erika, a Los Angeles mom of two, lifestyle creator and founder of The Mommy Compass. I share motherhood, autism parenting, useful finds and family experiences through real life.

ERIKA / CREATOR + UGC INQUIRIES

sunnyprintsco@gmail.com

THE MOMMY COMPASS / FAMILY DISCOVERY

TheMommyCompass.com

BEYOND THE

follower count.

INSTAGRAM / @uhhmerika - EDITS EXPORT

Sep 3 - Oct 3, 2026 / 30-day export

268K

Reel views

207K

viewers

5.4K

followers in export

2.1K shares / 2.1K saves / 13 Reels
Source: Edits export. Rounded as shown; other insights aggregate Reels and posts.

TIKTOK / @uhhmerika

Aug 28 - Sep 24, 2026

2,759 profile followers

Snapshot: Oct 4, 2026

70.8K

post views

239

shares

Analytics captured
Sep 25, 2026.

ERIKA / CONTENT + AUDIENCE CONTEXT

Motherhood and autism parenting. Useful products and home finds. Beauty, family play and experiences, shared from a mother's perspective.
The Mommy Compass audience is reported separately on page 4.

Motherhood + family / Autism + parenting
Kids + experiences / Beauty + lifestyle
Home + family finds / Travel + adventures

CONTENT THAT *gets shared.*

TIKTOK / @uhhmerika



Halloween neighborhood walk

647.9K

video views

Snapshot:
Oct 4, 2026

Featured pinned video. Largest view count shown in the supplied profile.

View TikTok profile

INSTAGRAM / SHARED REEL



A day at Kidspace

490K

Reel views

Snapshot:
Oct 4, 2026

Shared Reel across @uhhmerika + @themommycompass. One post total.

Watch the Reel

SELECTED RECENT REELS / INSTAGRAM @uhhmerika

INSTAGRAM REEL



Manual carpet cleaner

200.1K

Reel views
1.6K shares

Watch the Reel

INSTAGRAM REEL



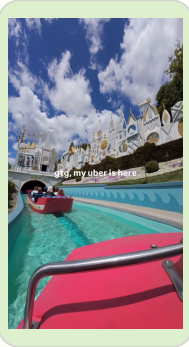
Bluey + Nex Playground

28.6K

Reel views
307 shares

Watch the Reel

INSTAGRAM REEL



See ya! / family outing

3.8K

Reel views
29 shares

Watch the Reel

Recent Reels: supplied 30-day Instagram ranking, captured Oct 1, 2026. Highlight post totals: Oct 4 profile snapshots. Each result is reported for its own post and platform.

THE MOMMY COMPASS

a little direction for LA families.

TheMommyCompass.com

Facebook / @themommycompass

The Mommy Compass helps Los Angeles parents find family outings, useful finds and honest recommendations, from toddler play to teen adventures.

FACEBOOK / @themommycompass - 28-day snapshot / Oct 4, 2026

578,207

content views

13,241 engagements / 1,008 follows in period

71.9%

followers in Los Angeles

95% women followers



FACEBOOK / @THEMOMMYCOMPASS

Oct 2-4 weekend guide

133,218 views



FACEBOOK / @THEMOMMYCOMPASS

Sep 11-13 weekend guide

88,765 views



FACEBOOK / @THEMOMMYCOMPASS

Family-friendly Halloween map

46,165 views

Facebook / captured Oct 4, 2026. Oct 2-4 guide: 3,644 engagements / 126 follows; Sep 11-13 guide: 2,462 / 113. Halloween map: 1,330 engagements / 25 follows. Organic portfolio examples, not paid campaign results or current event listings.

INSTAGRAM / @themommycompass

25,682 views / 691 followers

Sep 4-Oct 3, 2026 / 30 days; captured Oct 4

GA4 / TheMommyCompass.com

127 active users / 335 page views

Sep 26-Oct 4, 2026 / 9 days; captured Oct 5

BEYOND THE POST.

A place to discover.

THE MOMMY COMPASS / OWNED WEBSITE

TheMommyCompass.com

Daily ideas, family guides and the Explore LA Finder help parents plan their next outing. Brands can join the discovery through sponsored guides and Featured Finder placements.

Visit the website

Explore LA Finder

PUBLISHED WORK / THE MOMMY COMPASS



INSTAGRAM / HALLOWEEN MAP

1.6K

Post views / 42 shares



FACEBOOK / DAILY FAMILY DISCOVERY

31,599

Facebook post views



FACEBOOK / WEEKLY FAMILY GUIDES

39,921

Facebook post views

Seasonal maps, daily family ideas and weekly kids guides. Instagram 30-day and Facebook 28-day rankings are reported separately; snapshots captured Oct 4, 2026. Organic portfolio examples, not paid campaign results or current event listings.

YOUR BRAND.

Our next story.

ERIKA / @uuhmerika

Creator content

Products and experiences, shared through real family life.

Reels, Stories + TikTok
UGC + product demos
Family coverage + photography

Reel from \$350

THE MOMMY COMPASS

Local discovery

Reach parents planning their next Los Angeles outing.

Sponsored family guides
Featured Finder placements
Website features + local coverage

Guide from \$250

COMBINED CAMPAIGNS

Experience + discovery

Pair creator storytelling with a local family guide.

Creator Reel + family guide
Content + Finder placement
Custom campaigns + website stories

Package from \$650

Starting rates in USD. One minor revision included; scope and usage agreed before booking.

Explore the full rate card

CURRENT COLLABORATION RECORDS / @uuhmerika

PAID

First Ride On / Accepted

GIFTED

Little Land / Accepted
Reading.com / Accepted

AFFILIATE

Shef Creator Kitchen / In progress

Accepted and in-progress arrangements. Completed campaign results are not claimed.

Tell me your brand, campaign timing, desired deliverables and usage needs.

PAID PARTNERSHIP INQUIRIES

Erika: sunnyprintsco@gmail.com

Compass + combined: themommycompassla@gmail.com